



Assiniboine Park Conservancy

Celebrate Snow Leopards and Spend Quality Time with Family This Weekend at Assiniboine Park Zoo

For immediate release: Winnipeg, October 9, 2019 – The Assiniboine Park Zoo is gearing up for three days of events and promotions over the Thanksgiving long weekend.

“On Saturday and Sunday, visitors can learn about snow leopards and support conservation efforts to save this vulnerable cat in the wild, and on Monday, we are offering discounts on Zoo admission,” said Laura Cabak, Communications & Public Relations Manager, Assiniboine Park Conservancy. “It’s a great weekend to spend some quality time with friends or family at the Zoo.”

Snow Leopard Weekend | Saturday, October 12 & Sunday, October 13

The Zoo is hosting two days of extra activities to celebrate snow leopards and raise awareness about the challenges this species faces in the wild. This weekend’s activities were planned in recognition of International Snow Leopard Day, a day of awareness dedicated to saving one of the rarest wild cats on the planet. According to the Snow Leopard Trust, a conservation organization working to protect beautiful and elusive species, there may only be between 3,920 and 6,390 snow leopards left in the wild.

The following activities will take place Saturday and Sunday near the snow leopard habitat

- Zoo Chat | 11:00 a.m.
Learn about snow leopards from members of the Zoo’s animal care team.
- Games & Activities | 12:00 p.m. - 4:00 p.m.
 - See if you can jump as far as a snow leopard and take part in other family-friendly activities.
 - Dress up like a snow leopard and take a fun selfie with friends or family.

Visitors will also have a number of opportunities to support snow leopard conservation. Proceeds from the following activities will be donated to the Snow Leopard Trust:

- Build a snow leopard button or create a cute cat toy (October 12 & 13).
- Bid on unique pieces of art created by the Zoo’s snow leopards at Wild Things Unique Gifts. Minimum bids apply. Auction closes on October 31.
- \$0.50 from the sale of each reusable bag sold at Wild Things Unique Gifts (October 7 – 14).
- 50% of the sale price of each bag of popcorn sold at Tundra Grill (October 7 – 14).

Thanksgiving Discount Day at the Zoo | Monday, October 14

Make the most of Thanksgiving Monday by spending some quality time with friends or family at the Zoo. Adult, senior and youth admission will be reduced to \$14.00 plus GST. Admission for children age 5 to 12 will remain \$11.25 plus GST. Children four years of age and under will be FREE.

The Zoo is open from 9:00 a.m. to 5:00 p.m. all weekend long.

For more information go to assiniboineparkzoo.ca.

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For interviews and information requests, please contact:

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